

REMARKS/ARGUMENTS

The Examiner is thanked for his review of the application.

In the specification, the paragraphs at page 1 beginning at lines 4, 9, 14, and 19 have been amended to include the serial numbers of the four co-pending and concurrently filed applications.

In amended Figures 12A and 12B handwritten corrections have been incorporated from the informal drawings as filed.

Claims 1-20 remain in this application. Claim 21 is canceled.

Applicants have amended independent claims 1 and 18 to specifically point out that independent claims 1, 18 and dependent claims 2-17, 19, in the manner amended, relates to methods being “implemented as a plurality of program instructions and data stored in a computer system”. It is respectfully submitted that claims 1-19, in the manner amended, are not merely ideas in the abstract that do not apply, involve, use or advance the technological arts as suggested by the Examiner, and are directed toward statutory subject matter under 35 U.S.C. 101.

With respect to the rejection of claims 1, 20 and 21 under 35 U.S.C. 112, claim 1 and 20 have been amended to recite “imputing econometric variables” instead of “generating imputed econometric variables”. Claim 21 has been cancelled. Support for imputing econometric variables can be found on page 3, lines 19-20 and on page 4, lines 13-17 of the specification.

The Examiner has also rejected claims 1-21 under 35 U.S.C. 103 as being unpatentable over Dulaney ‘269, and further in view of Maeda ‘095. Neither Dulaney ‘269 nor Maeda ‘095, alone or in combination, teach or suggest “detecting inconsistencies in the raw econometric data; correcting the detected inconsistencies in the raw econometric data to generate a cleansed initial dataset; and imputing econometric variables using the cleansed initial dataset” as recited in base

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claims 1 and 20 (emphasis added). Hence Applicants believe that base claims 1, 20 and dependent claims 2-17 are allowable over Dulaney '269 and Maeda, alone and in combination.

With respect to the 35 U.S.C. 103 rejection of base claim 18 and dependent claim 19, neither Dulaney '269 nor Maeda '095 teach "inputting the raw econometric data; formatting and classifying the raw econometric data; conducting an initial error detection and correction; defining a store data set hierarchy; conducting a second error detection and correction; defining product attributes and demand groups; updating attribute information; defining equalizing factors; conducting a third error detection and correction; subsetting data to facilitate increased processing speeds; conducting a fourth error detection and correction; and outputting the cleansed initial dataset for use in further processing". Hence both claims 18 and 19 are allowable.

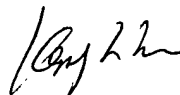
Applicants believe that all pending claims are allowable and respectfully request a Notice of Allowance for this application from the Examiner.

Applicants hereby petition for a one-month extension of time with which to respond to this Office Action.

The commissioner is authorized to charge any fees that may be due to our Deposit Account No. 50-2766 (Order No. DEM1P002). Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at telephone number 925-570-8198.

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Respectfully submitted,



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